



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

May 29, 2018

Tony Herber
Agent
The Clorox Company
c/o PS&RC: P.O. Box 493
Pleasanton, CA 94566-0803

Subject: Label Amendment – Revision of Marketing Claims
Product Name: HBL
EPA Registration Number: 5813-105
Application Date: February 21, 2018
Decision Number: 538852

Dear Mr. Herber:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

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Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Melanie Bolden by phone at (703) 347-0165, or via email at Bolden.Melanie@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "Wanda G. Fuller, for". The signature is written in a cursive, flowing style.

Demson Fuller, Product Manager 32
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure

Label identification

HBL, EPA Reg. No. 5813-105

R0926086

7:40 5/31/18

Formatting notes

Optional text may be placed anywhere on the label/container.

Applicable for all claims

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.]

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&". Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

All directions may be written in numbered form or in paragraph form.

Optional text may be placed anywhere on the label/container.

All use surfaces and/or use sites on the label may be listed in conjunction with an image of the use surface and/or use site.

Highlighted text is new. Strike-through text means removed.

HBL

KEEP OUT OF REACH OF CHILDREN

CAUTION: See back -or- side panel for precautionary statements

Active Ingredient:

Sodium Hypochlorite0.65%

Other Ingredients:99.35%

Total100.00%

[Net] [Contents] _____

ACCEPTED

05/29/2018

Under the Federal Insecticide, Fungicide
and Rodenticide Act as amended, for the
pesticide registered under

EPA Reg. No. 5813-105

PRECAUTIONARY STATEMENTS: Hazards to humans and domestic animals.

CAUTION:

Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.

FIRST AID:

If in Eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. If present, remove contact lenses after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for further treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment. Emergency Information -or- Poison Control Center: 1-800-446-1014.

PHYSICAL OR CHEMICAL HAZARDS

Do not use this product with ammonia or acids such as vinegar, rust removers, or toilet bowl cleaners.

Statement for Refillable Containers

STORAGE AND DISPOSAL:

Store this product in a cool, [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. Recycle empty container or discard in trash.

Statement for Nonrefillable Containers

STORAGE AND DISPOSAL:

Store this product in a cool, [dry] area, [away from direct sunlight and heat] to avoid deterioration. **CONTAINER DISPOSAL:** Nonrefillable container. Do not reuse or refill this container. When discarding container, place in trash collection or take to recycling center.

EPA Reg. No. 5813-105

EPA Est. No. 8251-OH-1 (Q6); 5813-CA-6 (TPP), GA-1 (VG); 5813-IL-2 (VF)

Beginning of batch code indicates Est. No.

The Clorox Company 1221 Broadway, Oakland, CA 94612

Made in [the] U.S.A. [of global components -and/or- ingredients.]

Mfd. for The Clorox Company

Clorox is a registered trademark of The Clorox Company

insert trademark is a registered trademark of The Clorox Company

© XXXX The Clorox Company

Questions or comments? 1-800 227-1860.

Visit us at www.clorox.com

For more product ingredient information, visit IngredientsInside.com.

Contains no phosphorus

Patents: www.thecloroxcompany.com/patents



[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [This Product]] -or- [how-to] tips -or- [how-to [-use]] videos] [(Data rates may apply)]

Optional Packaging Recycling Logos



Packaging Related Statements and Icons

[Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)]

To Operate:

Open hinged cover of sprayer and snap into opening on top. -or- Turn -or- Rotate nozzle [counterclockwise] to “spray” -or- “stream” -or- ON [setting]. -or- Adjust [nozzle] to desired pattern.

[Refill only with this product.]

Alternate for Refill Bottle: To Refill [Spray Bottles]:

[Remove] [1.] Remove trigger sprayer -or- cap [from empty bottle]

[Pour] [2.] Unscrew cap on refill and pour contents directly into empty bottle. [Use a funnel to minimize product spills -or- waste.]

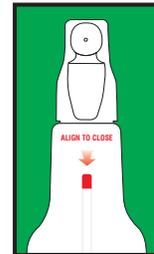
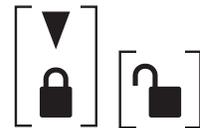
[Use] [3.] Replace trigger sprayer [and use as you normally would.] -or- [Remove trigger sprayer from empty bottle,] [u]Unscrew cap and transfer your trigger to this bottle. -or- Replace cap and use as you normally would. Fill -or- refill the *insert number* [fl] oz *this product* spray bottle with this product refill. Pour product into spray bottle over sink or tub basin.

Alternate for Refill Bottle: To Refill [Spray Bottles]:

To refill: Turn trigger on spray bottle [1/8th turn] counterclockwise [and pull upwards] to remove. [After refilling spray bottle,] Replace trigger by aligning tube on trigger with [opening] [tube] inside bottle [and turn clockwise] [while pushing down] [-and/or- push [sprayer] [straight] down [until it clicks] [-and/or- locks into place]].

Trigger options: To refill: Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up -or- upward[s]] to remove. [Fill spray bottle with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip] tube on trigger [head] over [small] opening -or- tube [on] [the] inside [of the bottle]. [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] Press [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

- When almost empty, -or- To spray every drop[,] [:] tilt bottle downward -or- at a [downward angle [while spraying].]
- [To foam (close screen on nozzle) or spray (open screen on nozzle)].
- [To Foam -or- To Spray: Turn -or- Rotate nozzle to ON.]



DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

To [Clean][,] Disinfect [, and Deodorize] Hard, Nonporous Surfaces [:] [in One Step]: [Turn nozzle [counter]clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray [product] 6"-8" -or- 6-8 in[ches] from surface until thoroughly wet. Let stand 1 -or- one min[ute]. Wipe with a clean, [damp] cloth or paper towel or allow to air dry.

To [Clean][,] Sanitize [and Deodorize] Hard, Nonporous Surfaces[:] [in One Step]: [Turn nozzle [counter]clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray [product] 6"-8" -or- 6-8 in[ches] from surface until thoroughly wet. Let stand 1 min[ute]. Wipe with a clean, [damp] cloth or paper towel or allow to air dry.

Alternate directions for use

To Spray Every Drop: Tilt bottle at a downward angle while spraying. To Disinfect Hard, Nonporous Surfaces: Spray 6"-8" -or- 6-8 in[ches] from surface until thoroughly wet. Let stand one minute. Wipe with a clean cloth or paper towel, or allow to air dry. For surfaces that may come in contact with food, rinse with potable water. For all other surfaces, no rinsing is required. For heavily soiled surfaces, precleaning is required.

To Clean: Follow directions above, but no standing time is required. If streaking is observed, wipe with a clean cloth or paper towel. Avoid contact with clothes, fabric, wood, rubber, aluminum, brass, chrome, paper or painted surfaces. For best results wipe with a damp cloth or rinse with water afterwards.

This statement must appear on the label: For surfaces that may come in contact with food, rinse with potable water after use. For all other surfaces, no rinsing is required. Gross soil must be removed prior to disinfecting -or- For heavily soiled surfaces, pre-cleaning is required.

To Clean: Follow directions above, but no standing time is required. If streaking is observed, wipe with a clean cloth or paper towel.

Avoid contact with clothes, fabric, wood, rubber, aluminum, brass, paper or painted surfaces. For best results wipe with a damp cloth or rinse with water afterwards.

Emerging Viral Pathogen Claims

This product meets the criteria to make claims against certain emerging pathogen claims from the following viral categories:

- Enveloped viruses
- Large non-enveloped viruses
- Small non-enveloped viruses

For an emerging viral pathogen that is a/an...	... following the directions for use for the following organisms on the label:
Enveloped virus	Rotavirus Rhinovirus Canine Parvovirus Feline Panleukopenia Virus Norovirus Poliovirus
Large Non-Enveloped virus	Rhinovirus Canine Parvovirus Feline Panleukopenia Virus Norovirus Poliovirus
Small Non-Enveloped virus	Rhinovirus Canine Parvovirus Feline Panleukopenia Virus Norovirus Poliovirus

Product Name -or- this product has demonstrated effectiveness against viruses similar to **insert name of emerging virus** on hard, nonporous surfaces. Therefore, **product name** -or- this product can be used against **insert name of emerging virus** when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, nonporous surfaces. Refer to the CDC -or- OIE website at **insert pathogen-specific website address** for additional information.

Insert name of illness/outbreak is caused by **insert name of emerging virus**. **Product name** -or- this product kills similar viruses and therefore can be used against **insert name of emerging virus** when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, nonporous surfaces. Refer to the CDC -or- OIE website at **insert pathogen-specific website address** for additional information.

Disinfection/Sanitization Claims

- A bleach product for household cleaning and disinfecting.
- An effective method to clean, deodorize and disinfect against odor-causing organisms on hard, nonporous surfaces [listed on this label].
- An effective way to disinfect hard, nonporous surfaces [listed on this label].
- Anti-bacterial [cleaner] [action]
- Antibacterial formula
- Antifungal⁴
- Bactericidal -and/or- Virucidal[‡] -and/or- Fungicidal -and/or- Disinfectant
- Broad spectrum disinfectant -or- disinfectancy [cleaner]
- Cleaner and disinfectant in one
- Cleaner, degreaser, disinfectant
- Cleans -and/or- Disinfects -and/or- Deodorizes [in One Step]
- Cleans -and/or- disinfects hard, nonporous surfaces in[:] **insert use site(s) from Table 2**
- Cleans, Disinfects, and Deodorizes in One [Easy] Step
- Cleans -or- shines -or- disinfects washable hard, nonporous kitchen -and/or- bathroom -and/or- surfaces and fixtures
- Contains Bleach
- Demonstrated Effectiveness against [:] **insert organism(s) from table** [on hard, nonporous surfaces **insert surface(s) from Table 1** -and/or- in **insert use site(s) from Table 2**
- Disinfectant
- Disinfecting bleach cleaner [for the kitchen]
- Disinfects and cleans your home
- Disinfects appliance exteriors -or- exterior surfaces of appliances
- Disinfects as it cleans
- Disinfects and deodorizes by killing [common] [household] germs [and controlling their odors]
- Disinfects hard, nonporous [surfaces] **listed on this label**
- Dual -or- Multi-purpose [action[:]] cleans and disinfects
- Easily cleans -and/or- deodorizes -and/or- disinfects -or- Easily cleans, disinfects and deodorizes
- Easy -and/or- convenient way to disinfect
- [Effective] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner
- [Effective] disinfectant [in presence of 5% serum load -or- organic soil]
- Efficacy tests have demonstrated that this product is an effective bactericide, virucide[‡], and fungicide in the presence of organic soil [(5% serum)]
- Fight[s] -and/or- Kill[s] -and/or- Effective against **insert organism(s) from organism table** [in **insert appropriate contact time for respective organism**].
- For daily [use] cleaning -and/or- disinfecting
- [For] Disinfecting
- [For] Germ Kill
- Fungicidal
- Germicide -or- Germicidal
- Helps reduce the spread of [99.9% of] germs -and/or- bacteria -and/or- viruses[‡] -or pathogens [on hard, nonporous surfaces]
- Helps reduce the spread of [99.9% of] germs -and/or- viruses[‡] -and/or- bacteria -and/or- a fungus -or- **insert organism(s) from organism table** on hard, nonporous surfaces
- Home -or- household disinfectant -and/or- cleaner
- **Insert ABN** -or- This product is intended for cleaning and disinfecting hard, nonporous surfaces where control of cross-contamination is required.
- **Insert ABN** -or- This product may be used to clean and disinfect in one step; see directions for use [on this label] for cleaning and disinfecting -or- to clean and disinfect in one step.
- Kills 99.99% of bacteria**
- Kills 99.9% of bacteria and viruses[‡]
- Kills [99.9% of] bacteria, viruses[‡], & a fungus in 1 Min[ute]: Staphylococcus aureus, Salmonella enterica, Influenza A Virus, Rhinovirus 37 and **Insert any other organism from Disinfection Organism list**.
- Kills [99.9% of] bacteria, viruses[‡], & a fungus in 1 Min[ute] [on Hard, Nonporous Surfaces]
- Kills [99.9% of] Germs -and/or- bacteria -and/or- viruses[‡]
- Kills 99.9% of germs -and/or- bacteria -and/or- viruses[‡] on sealed granite -and/or- stainless steel -and/or- quartz
- Kills 99.9% of [household] -and/or- [kitchen] bacteria
- Kills [99.9% of] [kitchen] bacteria
- Kills [99.9% of] viruses[‡] and bacteria [in the kitchen]
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] [the] **insert virus(es) from disinfection organism table** on hard, nonporous surfaces
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] Methicillin-resistant Staphylococcus aureus [(MRSA)] -or- MRSA¹ [commonly] found in -or- on [the] **insert use site(s) from Table 2**
- Kill[s] -and/or- eliminate[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] [the] bacteria -and/or- germs -and/or- viruses[‡] [commonly] found in -or- on [the] **insert use site(s) from Table 2 or insert use surface(s) from Table 1**
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] [the] Norovirus [commonly] found in -or- on [the] **insert use site(s) from Table 2**
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] [the] viruses that cause colds⁶ and flutt[†] -or- [cold and flu viruses²][commonly] found in [the] **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1**
- Kill[s] -and/or- Fights -and/or- Effective against [:] **insert organism(s) from table** [on hard, nonporous surfaces -or- on **insert use site(s) from Table 2 or insert use surface(s) from Table 1**].
- Kills bacteria -and/or- viruses[‡] -and/or- a fungus
- Kills Flu Virus!^{††}
- Kills germs -and/or- bacteria -and/or- viruses[‡] [on hard, nonporous surfaces]: Salmonella enterica, Cold virus⁶ [Rhinovirus [(type 37)]], Flu Virus [(Influenza A virus)] -or- Flu Virus^{††}

- Kills -or- disinfects **insert organism(s) from disinfection organism table**
 - Kills [the] [common] cold virus⁶ [(Rhinovirus 37)]
 - Kills [the] [common] cold⁶ and flu^{††} viruses
 - Kills -or- eliminates -or- destroys [99.9% of] [E. coli³] -and/or- [Salmonella enterica] [kitchen germs -or- bacteria]
 - Kills -or- eliminates -or- destroys [99.9% of] Escherichia coli³ [E. coli] -and/or- Salmonella enterica
 - Kills -or- eliminates -or- destroys [99.9% of] germs -or- bacteria -or- viruses[‡] in the kitchen
 - Kills -or- eliminates -or- destroys [99.9% of] kitchen germs -or- bacteria
 - Kills -or- eliminates -or- destroys [99.9% of] virus[es][‡] that cause colds -and/or- flu^{††} -or- ⁶
 - Kills germs while it cleans
 - Kills viruses[‡] that cause colds² and flu -or- cold⁶ and flu^{††} viruses
 - [Kitchen] Bacteria-fighting -or- Germ-fighting formula
 - Kitchen disinfectant
 - Makes routine surface disinfection easy
 - One step cleaner and disinfectant
 - Pay close attention to hot spots or frequently touched surfaces **insert use site(s) from Table 2** -and/or- **insert use surfaces(s) from Table 1** and disinfect regularly, up to 3 times daily
- [**Product Name**] [This product] has demonstrated effectiveness against Influenza A virus and is expected to inactivate all Influenza A viruses including Pandemic 2009 H1N1 Influenza A virus.
 - Ready-to-Use [Cleaner] [and] Disinfectant
 - Removes Stains & Disinfects
 - Salmonella enterica [(Salmonella)] and Staphylococcus aureus [(Staph)] are common germs found where food is prepared and stored. This product kills these harmful germs and helps control the hazard/spread of food-borne contamination on hard kitchen surfaces
 - Sanitizer -or- Sanitizes
 - This [cleaner] [disinfectant] combines cleaning and disinfecting [in one product] [in one step]
 - [This product disinfects] -and/or- has the power -or- effectiveness to clean -or- and has cleaning power
 - [This product] Disinfects and has the power to clean **insert use site(s) from Table 2** -and/or- **insert use surface(s) from Table 1** -and/or- **insert surface materials(s) from Table 3**
 - This product is a cleaner and disinfectant which combines cleaning, disinfecting and stain removal in one product

Pandemic 2009 H1N1

Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A virus. [This product] is a broad-spectrum hard surface disinfectant that has been shown to be effective against Influenza A virus tested and is expected to inactivate all Influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).

- Effective against [2009] H1N1 [Flu Virus]
 - Effective against H1N1 [Pandemic] [Influenza A virus].
 - Effective against [Influenza A H1N1] [H1N1].
 - Kills [2009] H1N1 [Flu Virus] Kills [bacteria] [viruses] [fungi].
 - Kills [99.9% of] Germs including [2009] H1N1 [Flu Virus]
 - Kills Germs -and/or- Flu Viruses [including [2009] H1N1]
 - Kills Pandemic 2009 H1N1 Influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 Influenza A virus.
 - [This product] has demonstrated effectiveness against Influenza A virus and is expected to inactivate all Influenza A viruses including Pandemic 2009 H1N1 Influenza A virus.
 - [This product] has demonstrated effectiveness against Influenza A virus and is expected to inactivate all Influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).

Disinfection Organisms

Bacteria (1 minute contact time)	ATCC and/or Strain	May Cause
Acinetobacter baumannii [(Acinetobacter)]	[ATCC 19606]	Acinetobacter infection
Enterobacter aerogenes [(Enterobacter)]	[ATCC 13048]	Enterobacter infection
Extended Spectrum Beta Lactamase (ESBL) producing Escherichia coli [(ESBL producing E. coli)]	[ATCC BAA-196]	Food-borne illness -or- gastroenteritis
Klebsiella pneumoniae [(Kleb)]	[ATCC 4352]	Klebsiella infection
Methicillin-resistant Staphylococcus aureus (MRSA)	[ATCC 33592]	MRSA Infection -or- Staph infection -or- Antibiotic Staph infection
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]	Pseudomonas infection
Streptococcus pyogenes [(Strep)]	[ATCC 19615]	Strep infection
Salmonella enterica [(Salmonella)]	[ATCC 10708]	Food-borne illness -or- gastroenteritis
Staphylococcus aureus [(Staph)]	[ATCC 6538]	Staph infection
[Vancomycin resistant] Enterococcus faecium (VRE)	[ATCC 51559]	Enterococcus infection
Fungus (1 minute contact time)	ATCC and/or Strain	May Cause
Trichophyton interdigitale tested as Trichophyton mentagrophytes [(Trichophyton)] [(Athlete's Foot Fungus)]	[ATCC 9533]	Fungal infection, Athlete's Foot
Viruses Enveloped (1 minute contact time)	ATCC and/or Strain	May Cause
‡Herpes Simplex Virus [(HSV-2)]	[MS Strain]	Herpes Virus
‡Feline Panleukopenia virus -or- Feline Parvovirus	[ATCC VR-648] [Strain Phillips-Roxane]	
‡Influenza A Virus		Flu
‡Influenza A H1N1 [2009] [Pandemic]		
Viruses Large Non-Enveloped (1 minute contact time)	ATCC and/or Strain	May Cause
‡Rotavirus	[ATCC VR-899] [Strain SA-11]	Gastroenteritis
Viruses Small Non-Enveloped (1 minute contact time)	ATCC and/or Strain	May Cause
‡Canine parvovirus	[ATCC VR-2017] [Strain Cornell]	
‡Poliovirus [Type 1]	[Mahoney Strain]	Polio
‡Feline Calicivirus (Norovirus surrogate)	[ATCC VR-782]	Norovirus Food-borne illness -or- gastroenteritis
‡Rhinovirus [Type] 37	[ATCC VR-1147, Strain 151-1]	Common cold

Sanitization Organisms

Bacteria (1 minute contact time)	ATCC and/or Strain
Klebsiella pneumoniae [(Kleb)]	[ATCC 4352]
Staphylococcus aureus [(Staph)]	[ATCC 6538]

General/Cleaning/Non-Pesticidal Claims

- 48 hour [tough -and/or- stubborn -and/or- baked-on] mess -and/or- dirt -and/or- stain -and/or- soil -and/or- grime -and/or- grease -and/or- build-up protection⁷
- A bleach cleaner ideal for [your] [everyday] kitchen cleaning
- A bleach cleaner ideal for [your] kitchen surfaces
- A kitchen cleaner with the cleaning power of [Clorox®] bleach
- Access [to] [Every] Last Drop
- Align to close
- [Be -or- Get] RefillSmartTM[®][!]
- Build-up blocking technology⁷
- Clean -and/or- light -and/or- airy -and/or- mild -and/or- fresh -and/or- bleach fragrance -or- scent
- Clean Rinse -and/or- Floral -and/or- Fresh -and/or- Fresh Meadow -and/or- Mountain Fresh -and/or- Pleasant scent -or- fragrance
- Clean, shine, protect⁷
- Clean your entire kitchen
- Cleaner + Bleach
- Cleaning becomes -and/or- is more pleasant with light bleach scent -or- smell -or- odor -or- fumes⁹
- Cleans -and/or- Penetrates -and/or- Attacks -and/or- Great on -and/or- Works on [bathroom] mold stains and mildew stains [with regular use]
- Cleans & protects⁷ surfaces
- [Cleans & protects surfaces] with CloroMaxTM -or- ® technology
- Cleans greasy counter[top]s
- Cleans surfaces throughout your home
- Cleans tough messes
- CloroMaxTM -or- ® makes it easier to clean the first time and next time⁷ -or- ⁸
- Compatible for use on -or- Use On -or- May be Use[d] On [hard,] [nonporous surfaces] **insert surface(s) from Table 2** -and/or- **surface material(s) from Table 3**
- Contains [more -and/or- powerful] grease cutters
- Contains bleach plus a cleaner
- Cuts [through] tough kitchen **insert soil(s)/stain(s) from Table 4**
- Daily kitchen cleaner
- Degreaser -or- Degreases
- Deodorizes
- Do more with the Clorox® Clean-Up® spray -or- Clorox® bleach [spray] you love
- Does not cause build-up
- Dual power cleans the first time and next time⁷
- Easier -and/or- faster to wipe away messes⁷ -or- ⁸
- Easier cleaning with every use⁷
- Easier next-time clean⁸
- Economy [**insert size 32 fl oz and less** -and/or- Size]
- Effective -and/or- Works great on -or- on over **insert number up to 26** surfaces
- Enhanced with Clorox® bleach for kitchen soils
- [E][specially -and/or- formulated] [with] CloroMaxTM -or- ® [technology]
- Fast action [kitchen] cleaner
- For a cleaner -and/or- fresher kitchen -and/or- home -and/or- house -and/or- place
- For daily use -and/or- cleaning
- For use around -or- in -or- throughout the **insert site(s) from Table 1**
- For quicker clean ups⁷ -or- ⁸ [the next time]
- Formula fights grease
- Formulated for kitchen messes
- Formulated to work in the kitchen
- [Fresh] Burst -and/or- Breeze
- Freshens [the -or- your] kitchen -and/or- home -and/or- house
- Get -or- Spray Every DropTM!
- Good for everyday cleaning -and/or- for your tough messes
- Great for the kitchen⁷!
- [Has -or- Leaves] a clean scent -or- fragrance
- Heavy Duty
- Improved [-or- Special] [grease fighting -and/or- kitchen cleaning] [formula]
- Keeps surfaces cleaner in between use⁷
- Keep[s] your surfaces [looking] like new⁷
- Last Drop Access
- Leaves a fresh -and/or- floral -and/or- pleasant scent
- Leave[s] [behind] [an] invisible shield -or- barrier -or- [protective] layer [on surfaces]⁷
- Leaves [kitchen] surfaces clean
- Leaves no dulling -or- hazy residue
- Less harsh [bleach] [chemical] scent -or- smell -or- odor -or- fumes⁹
- Less harsh scent -and/or- smell -and/or- odor -and/or- fumes⁹
- Less sticky mess in your kitchen
- Make it look like new again⁷
- Makes cleaning so easy anyone can do it
- Makes [everyday -or- next-time] cleaning easier -and/or- faster [the next time]⁷ -or- ⁸
- Makes weekly cleaning easier⁷
- Medium [**insert size 24 fl oz and less**] Size
- Mom's secret weapon
- More refreshing [scent]⁹
- More versatile throughout your home
- Multi-purpose bleach spray
- New and improved scent -or- smell -or- odor⁹
- Newly versatile Clorox® Clean-Up® spray - or - Clorox® bleach [spray] for [both] kitchen -and/or- bathroom
- No Waste -or- Wasteless Bottle
- Not harmful to septic systems
- One spray [product] does it all
- Patented design bottle
- Patented technology to [smart] clean your home
- Peel for [additional] directions [for use]
- Peel -or- Pull back [here] [for additional instructions]
- Perfect for [sealed granite] counters and [stainless] [steel] refrigerators
- Perfect -or- ideal -or- great on sealed granite
- Powerful cleaning action [with every use] [every time you use]
- [Powerful] Grease cutter -or- fighter -or- cutting formula -or- fighting formula
- Powerful [kitchen] cleaner
- Powers through [tough] [kitchen] grease and grime
- Powers through [tough] [kitchen] grease -and/or- messes -and/or- dirt -and/or- grime
- Prevents dirty build-up [from sticking] [to surfaces]⁷
- Prevents grime build-up [from sticking] [to surfaces]⁷

- Proprietary technology to protect surfaces -and/or- prevent build-up⁷
- Protect -and/or- shield surfaces as you clean⁷
- Protects -and/or- shields hard non-porous surfaces [from soils sticking] [for up to **x where x is a number between 1 and 2 weeks**]⁷
- Protects -and/or- shields [precious] [surfaces] from [tough -and/or- stubborn -and/or- baked-on] messes -and/or- dirt -and/or- stains -and/or- soils -and/or- grime -and/or- grease -and/or- build-up⁷
- Protects -and/or- shields surfaces for up to **x where x is a number between 1 and 2 weeks**⁷
- Protects -or- Shields surfaces for a long lasting clean⁷
- Protects -or- Shields surfaces for an easier [next-time] clean⁷
- Protects surfaces for easier clean up⁷
- Protects surfaces to keep stains -or- soils -or [baked-on] grease -or- grime from sticking⁷
- Provides easier next-time wipe off⁷
- Quicker clean⁸
- Recyclable bottle
- Remove [tough -and/or- stubborn -and/or- baked-on] messes -and/or- dirt -and/or- stains -and/or- soils -and/or- germs -and/or- grime -and/or- grease -and/or- grease -and/or- build-up easily with regular use⁷
- Removes and repels stains⁷
- Removes -and/or- cleans -and/or- bleaches [out] -and/or- cuts [tough] -and/or- [greasy] -and/or- [kitchen] dirt
- Removes -and/or- cleans -and/or- bleaches [out] -and/or- cuts food -and/or- juice -and/or- coffee -and/or- tea
- Removes -and/or- cleans -and/or- bleaches [out] -and/or- cuts grime
- Removes [-and/or- Cleans] [everyday] kitchen messes [like dirt, grease and food stains]
- Removes -and/or- Repels [tough -and/or- stubborn -and/or- baked-on] messes -and/or- dirt -and/or- stains -and/or- soils -and/or- grime -and/or- grease -and/or- build-up⁷
- Removes odors
- Removes -or- cleans kitchen -and/or- household dirt -and/or- soils -and/or- grime
- Removes Stains
- Removes tough stains -or- messes -or- greasy dirt
- Repels build-up⁷
- Safe for use on **insert surface material(s) from Table 3**
- Safe on **insert number up to 19** number of surface materials!
- Safe on **insert number up to 19** surface materials including sealed granite, stainless steel and glazed porcelain!
- Same great spray, but perfect -or- ideal -or- great for more places -or- surfaces
- Same power [of [Clorox®] bleach], lighter -or- lower -or- improved -or- better [bleach -or- chemical] scent -or- fumes -or- smell -or- odor⁹
- Saves time by protecting surfaces between uses -or- cleaning[s]⁷
- Shield your kitchen surfaces from dirt and grime⁷
- Shields against build-up for a long-lasting clean⁷
- Shields against build-up for [an] easier [next-time] clean⁷
- Shields -or- Protects against build-up for easier cleaning⁷
- [Shields -or- protects⁷ surfaces for] easier [next time] cleaning [the next time]
- Shields surfaces without residue⁷
- Small [**insert size 16 fl oz and less**] -and/or- [Size]
- Smart Tubel®[™] Technology
- Specially formulated for a variety of kitchen -and/or- bathroom surfaces
- Spend less time cleaning
- [Starts to] Dissolve[s] grease on contact [-or- instantly]
- Starts to remove [food] stains on contact
- Suitable for use on[:] -or- Ideal for [:] -or- Use on[:] -or- can be used on **insert surface(s) from Table 2** -and/or- **insert surface material(s) from Table 3**
- This bottle is made of up to 25% post-consumer recycled [HDPE] plastic
- [This product is] suitable for septic [systems] -and/or- wastewater systems -or- treatment plants
- Tough on greasy soils
- Tough on **insert soil(s)/stain(s) from Table 4** [other] [tough] [kitchen] [soils][!]
- Try me on sealed granite -and/or- stainless steel -and/or- quartz
- [Use as a] [Pourable] refill for this product
- Use more, clean -and/or- scrub less
- Use on all your [stainless] [steel] appliances
- Use on counters, appliance[s], [and] sinks!
- [Use] On [hard,] [nonporous surfaces] [compatible for use on] **insert use surface(s) from Table 2** -and/or- **surface material(s) from Table 3**
- Use on hard, nonporous surfaces[:] stainless steel, glazed ceramic tile, hard plastics, nonporous vinyl, laminated plastic countertops, glazed porcelain, and glass
- Use on more kitchen -and/or- bathroom surfaces⁹
- Use on -or- suitable for use on **insert use surface(s) from Table 2** -and/or- **surface material(s) from Table 3**
- Use on -or- can be used on [your] kitchen surfaces
- Use on sealed granite -and/or- stainless steel -and/or- porcelain [-and/or- more][!]
- Value -or- Economy -or- Budget size -or- refill
- Value -or- Twin Pack
- Value Size -or- Twin
- [Versatile -] Designed for multiple uses in the kitchen [and dining area]
- Wipes out [tough] [kitchen] stains
- With CloroMax™ -or- ® technology cleans & protects surfaces⁷
- Works [even] after you're -or- you are done cleaning⁷
- Works on more surfaces⁹
- You don't need to worry about making a mess

Table 1 Use Surfaces

[All] Around the House ^P	[Kitchen] counters
Appliance exteriors -or- exterior surfaces of appliances ⁵	Laminated plastic countertops ⁵
[Bath]tub[s]	Latex enamel painted woodwork
[Bathroom] Fixtures	Light Fixtures -and/or- Switches -and/or- Panels
Bedpans	Lunch boxes
[Bedside] Commodes -or- Tables	Microwave exteriors
Blood Pressure Cuffs	Ovens
Brushes	[Painted] walls
Cabinet -or- drawer handles	[Plastic] Fly Swatters
[Ceramic] glazed tile floors or countertops	Plastic Mattress Pads -or- Covers
[Arm -and/or- Patient -and/or- Rocking] Chairs ^P	Potty seats
Closets	Prescription Container Exteriors
Compactors	Refrigerator exteriors
Cords	Refrigerator handles
Comb and brush handles	Remote Control[s] Exteriors -or- Back [(Not Buttons)]
Counter[top][s]	[Safety] [Hand][Bed] Railing[s] -or- Rail[s]
Crutches	Scooters (Avoid wetting plug or charging port by covering with a towel) “Avoid wetting plug or charging port by covering with a towel” is not optional text.
Desks	Showers Curtains -and/or- Doors -and/or- Stalls -and/or- Walls
Diagnostic Equipment	Sink[s] -or- Basins
Dialysis Machines Exteriors	Stainless steel -and/or- glazed enamel appliance exteriors
Diaper Hampers -or- Pails	Stainless steel -and/or- glazed enamel oven -or- stove exteriors
Dishwasher interiors ⁵	Stainless steel -and/or- glazed enamel range hood exteriors
Dish Racks	Stainless steel -and/or- glazed enamel refrigerator doors
Doorknobs	Stalls
Doors	Stove exteriors
Exam[ination] Tables	Stove tops
Faucets	Thermometers
[Filing -and/or- Medicine] Cabinets	[Tiled -and/or- washable] wall[s]
Floors	Toilets [Handle -and/or- Rims -and/or- Seats]
Garbage -and/or- diaper pails	[Tops]
Garbage -or- Trash Cans	Toilets [(Exterior)]
Garbage disposals	Urinals
Glazed ceramic surfaces	Vanities
Glucometers exteriors	Vanity Tops
Grab Bars	Walkers
High chair ⁵	Wallpaper
[Hospital -or- Patient] Bed(s) [Springs -and/or- Railings] -and/or- Linings -and/or- Frames hospital beds can be used for in-home patient care	Wheelchairs
Kitchen appliance exteriors	Work surfaces

Table 2 Use Sites

[[Use Locations] [Where to use this product]]

Attics	Laundry rooms
Automobiles -or- Cars	Living Rooms
Bathrooms	Nurseries
Bedrooms	Nursing Homes <i>specific to in-home respite care</i>
Dining Rooms	Playroom
Family rooms	[Portable] Bathrooms -or- Toilets
Home Healthcare [Settings]	Shower Areas
Homes [(including kitchens)]	Sick Rooms
Household Premises	Storage Areas
House[hold]s	Toilet Areas
Kitchens	

Table 3 Surface Materials

chrome	painted metal
Corian® ^[A]	plastic laminate
Formical® ^[AA]	plastic[s]
glass	sealed granite -and/or- marble
glazed ceramic -and/or- tile	sealed quartz
glazed enamel	sealed [natural] marble
glazed porcelain	sealed natural stone
hard plastics	solid surface
linoleum	stainless steel
[nonporous] laminate	
[nonporous] vinyl	[Not for use on fabric.]

Table 4 Soils/Stains

bathroom dirt -and/or- stains	juice
bathub ring	mineral deposits
coffee	soap scum
dirt	soils
food	tea
grease	toilet ring
grime	[tough -and/or- greasy -and/or- kitchen] dirt
hard water deposits	

Footnotes

1 Methicillin-resistant Staphylococcus aureus (MRSA)	†† Influenza A virus
2 Rhinovirus 37, Influenza A virus	‡ [Viruses]
3 Extended Spectrum Beta Lactamase (ESBL) producing Escherichia coli	** Sanitization -or- Sanitizing against Staphylococcus aureus, Klebsiella pneumoniae
4 Trichophyton interdigitale tested as <i>Trichophyton mentagrophytes</i>	^[A] Corian® is a [registered] trademark of [E. I. du Pont de Nemours and Company] [a subsidiary of] [E. I. du Pont de Nemours and Company] [or one or more of its affiliates]
5 rinse with water after use	^[AA] Formical® is a [registered] trademark of [The Diller Corporation] [a subsidiary of] [Formica] [Formica Corporation] [or one or more of its affiliates].
6 Rhinovirus 37	P [on] hard, nonporous surfaces [of]
7 By forming a physical barrier -or- By reducing soil adhesion	
8 v[ersu]s[.] untreated surface	
9 vs. [previous] Clorox® Clean-Up Cleaner + Bleach ¹ [EPA Reg. No. 5813-21]	